DOCUMENT RESUME

ED 372 143 UD 029 982

TITLE National PTA/World Book Successful Learning Survey.
INSTITUTION National PTA, Chicago, Ill.; World Book, Inc., Chicago, IL.
PUB DATE [92]
NOTE 5p.
PUB TYPE Reports - Research/Technical (143)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Academic Achievement; Administrator Attitudes; Beliefs; Elementary Education; Elementary School Students; Parent Attitudes; Parent Influence; *Parent Participation; *Parents; *Parent School Relationship; *Principals; School Role; Self Concept; Surveys; Teacher Role

ABSTRACT

In 1991 World Book and the National Elementary School Principals conducted a study of over 8,700 elementary school principals concerning attitudes they felt were important about the parental role in education. The current study compares the perceptions of principals with the opinions of parents through a national random telephone survey of 830 parents of children in grades 1 through 8. Parents were chosen from the Market Facts, Inc., panel for market research. Parents agreed with principals in feeling that listening to and talking with the child is essential, and they agreed with the importance of showing pride, instilling a strong work ethic, fostering self-confidence, and a number of other commonly accepted ways to promote academic achievement. Principals were less likely than parents to believe that it was important to make frequent use of museums, libraries and cultural activities or that it was important to continue to correct and develop the child's language and grammar as they grew. The most notable difference was that only 47 percent of principals thought it was important for parents to encourage the child to go on to higher education, while 92 percent of parents considered this important. Eighty-two percent of parents (responding to a parents-only question) considered their roles in their children's education essential, and 80 percent thought that the school supported them extremely or very well in that role. (SLD)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
This document has been reproduced as received from the person or organization originating it.
Minor changes have been made to improve reproduction quality.
Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

ED 372 143

NATIONAL PTA/WORLD BOOK SUCCESSFUL LEARNING SURVEY

In 1991, World Book and the National Elementary School Principals conducted a study of over 8,700 grammar school principals concerning attitudes they feel are important regarding the parental role in children's education. The purpose of this NAESP/World Book research study is to compare what principals said was important to what parents say is important. The goal of the research, then, is to create a comparison, or GAP analysis, which highlight the differences between principal and parent attitudes regarding issues felt important to the education of children.

Study Methodology

In November and December, 1993, a nationally random telephone study was conducted among 830 parents of children in grades 1 through 8. Parents were chosen from the Market Facts, Inc., panel. This panel consists of over 300,000 families who are recruited on a national wide basis to periodically participate in market research studies. The panel is balanced to the demographics of the total U.S. popluation and should be considered projectable to U.S. population within a +/-3% statistical error range.

Parents interviewed conformed to the following specifications:

-- have at least one child in grades 1 through 8
-- most responsible for their child's education, or at least equally responsible with someone else in the family

PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
G. Ryan
National PTA
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

Comparison of Principal Attitudes To Those Held by Parents (essential or highly desirable)

	Feel statement is essential or highly desirable to child's education:		
	Principals	Parents	Gap
Important For Parents to:			
- listen and talk with child paying consistent attention to child's questions and feelings	98%	98%	-

UD 029 842

BEST COPY AVAILABLE

	Principals	Parents	Gap
- show pride in their child's academic growth and accomplishments	98	97	(-1)
- regularly encourage child with their homework	97	96	(-1)
- instill a strong work ethic in child	96	95	(-1)
- help child perceive himself as a capable problem solver	96	96	-
- give priority to school work, reading and other academic endeavors over television, music, videos, recreation	95	92	(-3)
- emphasize regular planned use of time in the home for studying playing, eating meals	95	85	(-10)
- read aloud to child and child to read aloud to parent	93	82	(-11)
- set standards and expectations for a child	93	92	(-1)
- know child's current schoolwork/ school activities	92	98	(+6)
- have regular discussion and opportunities to enlarge vocabulary and sentence patterns	91	81	(-10)
- know child's academic strengths and weaknesses	87	96	(+9)
- make frequent use of books, newspapers and periodicals	87	89	(+2)
- have a quiet place to study with appropriate reference material available for use	86	89	(+2)

	Principals	Parents	Gap
- be active in hobbies, games and activities that have educational value	72	78	(+6)
- make frequent use of libraries, museums, and cultural activities	69	78	(+9)
- introduce the idea of educational and career aspirations to child as early as elementary school	66	68	(+2)
- continue to correct and develop child's language and grammar even as they are growing older	62	86	(+24)
- encourage child to go on to higher education (for principals the question was phrased "expect" a child to go on to a higher education rather than "encourage" child, etc.)	47	92	(+45)

Questions Asked Only of Parents

How important do you feel your role as a parent is in your child's education? Do you feel it is:

- Essential	82%
- Highly desirable	15
- Desirable	2
- Not really necessary	*
- Not at all necessary	-

Base (829) +*

To what extent do you feel your child's school supports your efforts, as a parent, to help in your child's learning? Do you feel they support you:

- Extremely well	36%
- Very Well	44
- Somewhat	16
- Not Very Well	3
- Not At All	1

Base (829) +*

In the past year, would you say the amount of television your child watches has:

- Increased	5%
- Remained the Same	42
- Decreased	53

Base (829)+*

How important do you feel it is for you to limit the amount of TV your child watches:

Do you feel it is:

- Essential	47%
- Highly desirable	26
- Desirable	22
- Not really necessary	4
- Not at all necessary	1

Base (829)+*

How important do you feel it is for you to have appropriate reference material available for use in your home. Do you feel it is:

- Essential	43%
- Highly desirable	31
- Desirable	21
- Not really necessary	4
- Not at all necessary	1

Base (900)

* = less than 1%

+* = those answering